

ABSTRAK

Kejadian yang terjadi pasca diberlakukannya Peraturan Menteri Perdagangan Nomor 60 Tahun 2012 tentang ketentuan impor produk hortikultura dan Peraturan Menteri Pertanian Nomor 60 Tahun 2012 tentang rekomendasi produk impor hortikultura menjadi fenomena menarik untuk diteliti. Peraturan tersebut memotivasi para pedagang buah impor di Pasar Gamping agar memiliki strategi komunikasi pemasaran yang baik untuk menarik para konsumen. Metode yang digunakan dalam penelitian ini adalah metode deskriptif kualitatif. Hasil penelitian ini menunjukkan bahwa pedagang buah grosir di Pasar Gamping menerapkan dua pendekatan yaitu *direct marketing* dan *personal selling*. *Direct marketing* merupakan teknik yang dapat menjangkau seluruh audiens dengan baik tanpa adanya tatap muka, dan tergantung bagaimana teknik penyampaian, sedangkan *personal selling* merupakan interaksi langsung dengan calon pembeli untuk melakukan suatu presentasi, menjawab pertanyaan secara langsung dan menerima pesanan. Dalam menerapkan strategi *direct marketing* pedagang buah impor melakukan promosi melalui telepon dan *Blackberry Messenger* (BBM). Berdasarkan hasil penelitian, strategi *personal selling* dianggap paling efektif karena lebih mudah dalam mempengaruhi konsumen. Faktor penghambat pelaksanaan strategi komunikasi adalah ketika mereka mendapatkan buah impor belum tentu konsumen tertarik untuk membeli sehingga mereka harus mencoba berbagai cara untuk mempengaruhi konsumen. Sedangkan yang menjadi faktor pendukung adalah jumlah pelanggan yang tetap banyak, modal yang besar, adanya fasilitas *blackberry*.

Kata Kunci: Strategi Komunikasi Pemasaran, Peraturan Pemerintah, *Personal Selling*, *Direct Marketing*.

ABSTRACT

The phenomenon that has been occurred after the enactment of the Regulation of the Minister of Trade Number 60 Year 2012 on imports of horticultural products and the provision of Regulation of the Minister of Agriculture Number 60 Year 2012 on the recommendation of imported horticultural products, be an interesting phenomenon to be studied. Those regulations motivate traders of imported fruit in Gamping market at Daerah Istimewa Yogyakarta to have a good marketing communication strategy to attract consumers. Based on that phenomenon, this study was conducted to determine the marketing communication strategies adopted by the traders in that market in effort to attract consumers, and to determine the supporting factors and also inhibiting factors that affect the execution of marketing communication strategies in addressing the government's policy of restricting the importation of fruit. The method used in this research is descriptive qualitative method. The results of this study indicates that the wholesaler fruit in Gamping market apply two approaches, direct marketing and personal selling. Direct marketing is a technique that can reach all audiences well in the absence of face-to-face, and depending on how the techniques of presentation is, while personal selling is a direct interaction with the potential buyers to make a presentation, answer questions directly and receive their orders. In applying direct marketing strategies, traders of imported fruit do the promotion via telephone and Blackberry Messenger (BBM). Based on the results of our research, personal selling strategy is more effective because it is easier to influence the consumers. The uncertainty of consumer interest in imported fruit is the inhibiting factor in the implementation of marketing strategies undertaken by the traders. This makes them to try different ways to influence consumers. Example of the contributing factors are number of regulars, large capital, and also the existance of Blackberry facility.